01 / ORIGINS & PEOPLE

Three Chord

A whiskey composed, not simply collected.

Neil Giraldo brings a record producer’s approach to whiskey: select distinct components, listen to what each contributes and build a coherent whole. Three Chord is a blending-house story, with sourced spirits and release-specific finishing choices. [1,2,8]

Creative founder: Neil Giraldo
First commercial release: July 2018
Production connection: Chelsea, Michigan [3,4]



The idea before the first bottle

Giraldo recalls the business idea emerging from a 2016 conversation about a film project. Company materials use 2017 as the founding year, while the first dated product announcement is July 30, 2018. The later filing separates founding from Delaware incorporation in 2022. These are distinct milestones. [4,6,7,8]

A whiskeymaker beside the musician

Ari Sussman’s background spans French winemaking and Michigan distilling work. The brand identifies him as whiskeymaker. Its team page also names Paul Nanula as CEO and Kars Petersen in production, and honors co-founder Wendy Almasy in memoriam. [3]

Original watercolors are symbolic interpretations. Research qualifications and all seventeen source links appear on page 3 and in the complete profile.

02 / HISTORY & PLACES

A repertoire takes shape



2016 / 2017
The recalled idea precedes the company’s stated founding. Neither is presented as a physical distillery opening. [6,8]

2018
The first blend is announced in July. A November board appointment records business backing around the young brand. [4,5]

By early 2020 / August 2020
Amplify Rye is documented at 95 proof. The producer then announces Whiskey Drummer, a fifteen-year Kentucky bourbon at barrel proof. [9,16]

2023 / 2024
The legacy catalog groups artist collaborations under 2023. The August 2024 Allman Brothers announcement uses toasted peach wood to connect whiskey finishing with Eat a Peach. [10,11,12]

July 2025
Volume Two introduces a record-inspired identity and five named expressions. The website keeps the complete nine-scene chronology. [13,14]

Read the places by their roles

The 2018 account names Ann Arbor as the company base and Jackson as production. Today’s site names Chelsea co-packing at Ugly Dog and a Clarence, New York corporate office. These addresses do not establish the original distiller of every sourced barrel. [3,4]

03 / WHISKEY, STORIES & SOURCES

The edition is part of the story

Blending and wood treatment are central themes. Early material describes Perfectly Tuned Taste and tonal vibrations; Sussman’s later interview extract describes toasted wood and proprietary liquid movement. These are attributed accounts, not independent proof of a sonic effect. [4,17]



Keep specifications tied to editions. Legacy Strange Collaboration is listed at 99 proof; the current Pinot Noir-finished bourbon is 86 proof. The Allman Brothers toasted-wood release differs from the separate 107-proof Legacy Edition finished in peach-brandy barrels. [10,11,14,15]

Volume Two includes Flipside, Hard Pressed, RIOT, Un-Edited and Strange Collab. Artist projects and changing finishes help explain the variety; no single source, mash bill or age is assigned to the whole brand. [13,14]

Research notes & linked sources

Checked October 20, 2026. Company and issuer accounts are primary claims; independent reports and interviews are identified. SEC and Whisky Advocate claims rely on indexed extracts after retrieval limits. Founding/incorporation and legacy/current specifications are qualified in the full profile.

[1] Founder story
[2] About the brand
[3] Team and place roles
[4] 2018 launch release
[5] 2018 board release
[6] Founder interview
[7] 2023 issuer filing*
[8] 2025 issuer filing*
[9] 2020 Whiskey Drummer
[10] Legacy product catalog
[11] 2024 Allman release
[12] Allman collaborator
[13] 2025 Volume Two report
[14] Current whiskey range
[15] Allman Legacy Edition
[16] 2020 Amplify record
[17] Process interview extract*